

**FOR IMMEDIATE RELEASE**  
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## **COUNCIL SETS THREE-YEAR STRATEGIC DIRECTION** *Top Priorities are Sustainable Utilities, Transit, Land Development, Environment, Corporate Culture*

**Medicine Hat** – With only 175 days into its mandate, City Council unveiled the top priorities it wants to achieve during the next three years.

All members of City Council agree their main priority is the well being of Medicine Hat residents by ensuring the appropriate services are delivered in the most cost effective manner.

"This is an exciting time for our Council and our community," says Mayor Norm Boucher. "The majority of Council is new and with that comes the opportunity to create new directions. We have new approaches, new ideas and a new vision for Medicine Hat."

In addition to delivering quality service on a daily basis, Council identified five key objective areas for Administration to address before the end of this Council's term in October 2010:

**1. Provide Sustainable Utilities**

- Invest in renewable energy
- Restructure responsibilities for the energy and tax-supported operations
- Conduct an external review of the Energy Division
- Maximize the City's energy value and future sustainability

**2. A Unified Constructive Culture**

- Focus on empowerment (problem solving at the lowest level possible)
- Ensure sound recruiting, a retention policy and staff development policy
- Provide a clear understanding that "Council supports staff"

**3. Move Forward With an Effective Transit System and New Regional Major Events Centre**

- Improve our Transit System
  - Research best practices
  - Enhance ridership
  - Match needs and potential
- Move forward with the Regional Major Events Centre

**4. Land Development and Land and Properties**

- Land and Properties – increased focus on more block land sales
- Land Development (social, economic and environment)
  - Enhanced communication with developers
  - Encourage diversity in development
  - Establish a sound vision for downtown
  - Improved airport development plan
  - Complete an inter-municipal development plan

**5. Improved Environment**

- Establish a water management plan
- Develop a comprehensive waste management plan
- Reduce pollutants / emissions
- Move forward with smart and environmentally friendly growth
- Ensure sustainable parks and trails

"In establishing these priorities, City Council devoted significant attention to the future growth of Medicine Hat and the expectations of the Community," adds Boucher.

"City Administration will now begin developing their 2009-2011 Business Plans and specific action plans to ensure Council's priorities are met within Council's term," says Gerry Labas, Chief Administrative Officer.

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